



Ultra Health

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Contact: Marissa Novel 480-404-6699
marissa@ultrahealth.com

ULTRA HEALTH DENIED NEW MEXICO TRUE CERTIFICATION

Medical cannabis denied participation to state tourism program

(Albuquerque) – [Ultra Health](#), a regional medical cannabis leader, has been denied from becoming an industry partner with the state’s [New Mexico True Certified program](#).

The program brings national attention to the quality, care and craftsmanship behind products that are uniquely New Mexican. True Certified products must be manufactured in New Mexico. Plant-based products must use plants or non-meat agricultural products originating from New Mexico with proper traceable documentation.

All of Ultra Health’s medical grade cannabis products sold in New Mexico are produced in the state and therefore fully meet the criteria to be considered for the program.

Duke Rodriguez, CEO and President of Ultra Health, pointed out that the New Mexico cannabis industry creates jobs, pays taxes and funds state programs such as the one that is denying Ultra Health’s participation.

“We are the fastest growing sector in New Mexico’s economy,” Rodriguez said. “The medical cannabis industry is the most significant opportunity for the state to diversify its economy and become less reliant on federal government. In comparison, it will create more jobs and more of an economic impact than two of our other favorite industries such as the chile and craft microbreweries.”

Despite the Medical Cannabis Program being completely legal in the state of New Mexico, Aimee Barabe of the tourism department said in an email, “Cannabis is still illegal under federal law and New Mexico limits consumption for medical purposes only with a prescription.” Barabe further stated, “The Tourism Department primarily advertises/markets outside of New Mexico, including the New Mexico True Certified program, and therefore, we cannot accept your application for participation in the program.”

Ultra Health corrected the tourism department's misunderstanding of the program, and informed Barabe patients are not required to have a prescription to purchase medical cannabis. Patients need only to be approved for a card by the New Mexico Department of Health. Also, it is not illegal to advertise medical cannabis companies or products. Additionally, the tourism department does not limit its promotional activities to out of state.

Currently, there are nearly 30,000 New Mexicans with medical cannabis cards. New Mexico cardholders can legally purchase state approved products in Nevada and soon Hawaii through a program of reciprocity. New Mexicans without a card can purchase in states that have legalized the social use of cannabis such as Colorado. Medical cannabis is legal in twenty-five states and adult use has been approved in four states and the District of Columbia. Eight states have ballot issues related to the use of cannabis this November.

The New Mexico medical cannabis industry is estimated to reach more than \$45 million in sales in 2016. In comparison, the New Mexico chile crop was valued at \$41.1 million in 2015, and the New Mexico craft beer industry expects to generate \$25 million in sales.

Medical cannabis expects to remit \$3.5 million in gross receipt taxes to the New Mexico general fund in 2016, and the industry will contribute an additional \$3 million to the general fund in licensing fees due on July 29, 2016. These collected taxes and fees are used to fund efforts such as the New Mexico True Certified program.

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About Ultra Health

Ultra Health is a turnkey solutions provider for the specialty healthcare cannabis industry, with operations and facilities in Arizona, Nevada and New Mexico. From retail dispensaries to commercial-scale cannabis production, Ultra Health partners with a broad spectrum of businesses and Tribal Nations to design, formulate and manage cannabis-related economic development opportunities that are profitable, scalable and mutually beneficial.